

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, April 19, 2012
Taft Building Conference Room
1680 N. Vine St., Suite 200**

Directors Present	Frank Stephan, President	Clarett West Development
	Linda Bybee, Vice President	Metro
	Don Mushin, Secretary	Toyota of Hollywood
	Monica Yamada, Treasurer	CIM Group, LP
	Chris Bonbright	Whitley Court Partners
	Michael Gargano	Argent Ventures, LLC
	David Green	Nederlander Organization
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Galo Medina	Comprehensive Financial Services
	Mitch O'Farrell	(Ex-officio Member)
	Ron Radachy	Oasis of Hollywood
	Lee Rierson	Shine America
	Thaddeus Smith	The Music Box Theater
	John Tronson	Tronson Investment Group
Directors Absent	Greg Beck	Champion Real Estate
	Charlie Colletta	HEI, LLC
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	Tej Sundher	Hollywood Wax Museum
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
Guests	Rachel Romanski	Hollywood Arts
	Meera Manek	HHYP

	Irv Isabella	LAPD – Hwd
	Dan Pesqueira	LAPD – Hwd
	Suhyun Pak	Hester Street Fair
	Fabio Vasco	GTL, LLP

I. Call to Order

The meeting was called to order by Board Vice President Monica Yamada at 4:10 p.m.

II. Open Forum

Rachel Romanski with Hollywood Homeless Youth Partnership (HHYP) invited the board to become involve in initiatives to empower youth. Meera Manek stated that HHYP is a partnership of nine social service providers who work with the 9,500 homeless youth in the community. They provide employment services, job building skills and opportunities in order to educate and empower young people. The main thing they are seeking are partners who can provide employment opportunities, including paid and unpaid internships to the youth who have completed their job training. The age range is 16-24. They left information for board members to get in touch.

Heather Cochran, AMPAS, presented on Academy Hollywood, a new outdoor movie amphitheatre being built by AMPAS in the community. Throughout the summer they will be using the space to host Oscars Outdoors, a movie screening program open to the community. They aim to activate the site even more working with local organizations for events and exhibitions.

Stephan introduced Suhyun Pak and briefly described the Hester Street Fair organization from New York City. In anticipation of construction of Boulevard 6200, Claret West started brainstorming ways to generate positive buzz and are now working with Pak and his organization which operates the Hester Street Fair on the lower east side of Manhattan. Pak presented to the board on their event and how they plan to expand into Hollywood with several outdoor street market type events, which will be held in the parking lot at Hollywood and Argyle where Claret's project is to be constructed eventually. They hope to replicate the success of the Hester Street Fair with "Hester Goes Hollywood," a series of events scheduled for June 2 (food festival); July 7 (night market); August 18 (designer market); and September 2 (music festival). Morrison offered to set up a conference call to help brainstorm ideas to involve the community in the events.

III. Approval of Minutes

It was moved by **Chris Bonbright**, seconded by **Don Mushin** and CARRIED to approve the minutes from the March 14, 2012 meeting. Eight board members in favor, one abstention (Yamada).

IV. Treasurer's Report

A. Approve 2011 Financial Review: Fabio Vasco walked the board through the 2011 Financial Review which includes statements on assets, profit and loss, cash flows, and disclosures for the year ending December 31, 2011.

It was moved by **Chris Bonbright**, seconded by **Tej Sundher** and CARRIED to approve 2011 Financial Review. Nine board members in favor.

B. Approve Treasurer's Report for March 31, 2012: Yamada reported on an adjustment made to the manner in which the report is prepared by RBZ; detail is offered as to outstanding revenues due from previous years. The marketing budget is currently over due to PowWow and Kim Sudhalter's invoices, but will level out as the year progresses. All in all, she said we are doing very well with the budget. Tronson pointed out the ratio of the alley assessment budget versus the Marketing Budget and asked if the board was happy with the alley services. MacPherson confirmed that we have 26 alleys in the District and they are a top priority; Morrison said staff could prepare a report on the alleys for the next month's meeting. Tronson said he thought we should beef up the security budget.

It was moved by **Chris Bonbright**, seconded by **Don Mushin** and CARRIED to approve the Treasurer's Report from January 31, 2012. Nine board members in favor.

V. New Business

A. Report from Planning Retreat: Morrison recapped the recent strategic planning retreat, revising the work plan with the 4 areas of focus. She gave updates on all the initiatives discussed in the retreat. For Aesthetics, Morrison said we will continue working on Facelift and highlighting 'before and after' series of those properties that participated. The issue of lack of enforcement is currently being researched. More information will be presented at the next meeting. Regarding the retail aspect, there is a possibility of extending the parking meters in the area to two hour time limits (currently they are limited to one hour parking). The need to find a permanent location for CleanStreet continues. There is still work being done on the safe sidewalks program, as well as the issue of homelessness. A new goal to come out of the retreat is nighttime safety related to after-dark activities in the BID. This initiative will operate through the Security Committee. MacPherson added that the city's budget proceedings will start next week so she encouraged the board to write a letter to support streamlining CUP enforcement as proposed by the Planning Department at the retreat. She said she believes the Planning Department is looking to hire about 5-6 people to help enforce CUP requirements. Smith added that it costs a business owner about \$40,000 every seven years to renew their CUP even if they have had no infractions against them.

It was moved by **Chris Bonbright**, seconded by **Tej Sundher** and CARRIED to support a letter approving budget allowances for the City Planning Department. Nine board members in favor.

B. Preliminary discussions re/ a Hollywood CDC: Morrison also alerted that board that the P3 Parking Initiative (where the city proposed to sell their parking lots to private parties) may be back on the table, as preparations are underway for the city's 2012-13 budget. She was recently on a call with Leron Gubler and John Given and it was suggested that someone with the BID sit down with the Guggenheim group to learn more about forming a Community Development Commission or a Parking District.

C. LAEDC proposal for BID demographic report: Morrison reported on the efforts to refresh our demographic information on residents, retail, and other economic indicators. A group will be pulled together to flesh together a proposal next month.

D. Vine Street parking garage: DOT has asked for our help to understand customer demands for the new parking structure. Staff will be creating a survey through Survey Monkey and distributing to stakeholders in the vicinity to help DOT plan pricing, monthly parking policies, valet services, and more.

VI. Committee/Activity Reports

A. Streetscape

The committee did not convene in April, but notes from the March meeting were included in the meeting packet.

1. Community Plan: The PLUM Committee has continued the item for two weeks and is limiting public comment to 15 minutes. The next meeting is scheduled for May 1 at 2:00 or 2:30 p.m. MacPherson said she would have expected it to pass at the last meeting.

2. Streetscape Committee recruitment: MacPherson said the committee is short on board members and would like maybe one more. Gargano recommended John Luciano. Rierson also said he could possibly join. The committee is still searching for a location to house CleanStreet. The space would need to have room for 17 parking spots, including one for the street sweeper. Mariani said he had met with Fabio Conti who has some room and would rent it for a minimal fee, and parking would be available across the street at the hospital. He said this space would be around \$1000 a month and would fit in our budget but he is still looking for a free space.

3. Report on cost-sharing approach for Ficus tree replacements: MacPherson said there has been some positive development in removing the Ficus trees. There are two sections on the Walk of Fame, phase one will be done in cooperation with the historic trust and the adjacent property owners. \$200,000 is needed to repair the terrazzo. The adjacent property owners will pay for the replacement palm tree. Also, with the Jacarandas that are already planted, we may be able to trim them using money saved by not having to trim the Ficus trees.

4. Annual tree trimming: MacPherson said the trimming will be completed in the next few days.

5. Waste Hauling Franchise: Mariani said the proposal is still currently in the CAO's office but they might not get to it until June. Realistically, there does not appear to be much that the business community can do about it until it goes to the city council. Cerell Group continues to represent the opposition groups.

B. Security Committee

Tronson reported that in general the committee is happy with the state of security in the BID, and pleased with Andrews International's efforts. Just a few issues still linger.

1. Civil Sidewalks: O'Farrell stated that last year the BID contributed towards overtime inspectors working the streets last summer and he would like to see that continued long term. Tronson stated there was a recent meeting with Jane Usher in the City Attorney's office in regards to a crackdown on the most aggressive street characters and vendors. A new strategy is in the works.

2. Public safety camera update: Tronson said that the 12 security cameras at LAPD are not being used as often as we'd like. We donated these cameras and continue to pay for the maintenance. The captain has asked us to look into upgrading the system, but the committee felt that now is not the right time after weighing options from our camera vendor. The high-resolution cameras dump so much data and would require new equipment for transferring and storing the data; new technology will be available soon that will be less expensive than it is now.

3. Homelessness issues: Morrison mentioned a recent news article about one of the downtown BIDs with regards to an injunction against removing personal property from the public right-of-way. Previously the injunction applied only to downtown may be extended to Venice, and could potentially spread citywide, if the US District court affirms the injunction. This poses serious issues for keeping the sidewalks clear and safe, and from preventing encampments.

4. Update on Bureau of Street Services code enforcement effort: This item was tabled until the next meeting.

5. Status of Andrews' radio system: Tronson stated that the committee is looking at upgrading the current radio system. Recently we had upgraded to digital, but it hasn't worked as well as we wanted, most likely due to the repeater being placed poorly, and we've had issue with the company (Bearcom) responding. Dan Chismire at Hollywood & Highland, which uses the same company, is looking into this. Mariani added that a meeting with Bearcom has been scheduled for Tuesday at 2:30.

C. Marketing and Communications

1. Pow Wow: Strecker reported that the US International Travel Association's Pow Wow convention is coming up on with the kickoff party at Hollywood & Highland on Sunday, April 22, of which HED is a co-sponsor. Several other initiatives are being planned to capitalize on our sponsorship, including a bus tour of travel buyers through Hollywood that Morrison will be guiding, six press releases about Hollywood which will be made available to all the press and travel writers attending the conference (drafted by Kim Sudhalter), and a new micro-site, Hollywood HQ, which is currently being finished. Morrison stated that we have several passes available for the various parties which are part of PowWow and invited the board members to attend these events if they wish.

2. Update on pole banner sponsorship: Morrison reminded the board that banners had been installed in February of this year, featuring Madame Tussaud's with a Hollywood Entertainment District logo, without approval of the HED or HPOA. By way of background, design ideas and discussions about an arrangement had been held between a PR firm hired by MT, and BID staff, but the process was never completed. An application to install the banners was filed with the city by American Fleet and Graphics (AmGraph) with HED named as the "applicant" but this had never been formally presented to the Board. To attempt to salvage the banners, a suggestion was made to invite Madame Tussaud's to formally request HED to serve as the applicant, resulting in the joint branding of the pole banners. Morrison stated that currently she has ordered AmGraph, the banner company, to remove the banners on May 1, when their initial permit expires. There are three extension permits in the wings, that would keep those pole positions until early 2013.

It was moved by **John Tronson**, seconded by **Thad Smith** and CARRIED to proceed with the direction to the city to remove the banners and to invite Madame Tussaud's to proceed through the appropriate

process to seek approval from the Hollywood Entertainment District to serve as the applicant for the poles and approve use of the HED logo. Seven board members in favor.

VII. Old Business

A. SB949: Tabled until the next meeting.

VIII. Executive Director's Report:

"Without a Home" screening sponsored by Hollywood 4WRD was tabled for next month.

IX. Next Meeting:

The next meeting will be the on Thursday, May 17 from 4 - 6 p.m.

X. Adjournment:

There being no further business the meeting was adjourned by Stephan at 6:08 p.m.